

<i>SERFF Tracking Number:</i>	<i>PHYS-126383527</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>44098</i>
<i>Company Tracking Number:</i>	<i>PM_HOME (1209)</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.001 Plan A 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Med Sup/LTC</i>		
<i>Project Name/Number:</i>	<i>PM_HOME (1209)/PM_HOME (1209)</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC	SERFF Tr Num: PHYS-126383527	State: Arkansas
TOI: MS08I Individual Medicare Supplement -	SERFF Status: Closed-Filed-	State Tr Num: 44098
Standard Plans 2010	Closed	
Sub-TOI: MS08I.001 Plan A 2010	Co Tr Num: PM_HOME (1209)	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Authors: Sonya Dickey, Sara Magee-Garcia	Disposition Date: 12/16/2009
	Date Submitted: 11/13/2009	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: PM_HOME (1209)	Status of Filing in Domicile: Pending
Project Number: PM_HOME (1209)	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Material was filed in Nebraska on 11-13-09.
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 12/16/2009	Explanation for Other Group Market Type:
	State Status Changed: 12/16/2009
Deemer Date:	Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia	Corresponding Filing Tracking Number:
	PM_HOME (1209)
Filing Description:	
RE: Medicare Supplement Insurance and Long Term Care Insurance Advertisement	
Home Page for Corporate Website: PM_HOME (1209)	

Attached are copies of the above referenced material for your review and approval. This material will be used on our corporate website and could generate interest in one of the following Medicare Supplement policies/riders:
Policies Medicare Plans Approval Dates

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<i>Company Tracking Number:</i>	<i>PM_HOME (1209)</i>		
<i>TOI:</i>	<i>MS081 Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS081.001 Plan A 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Med Sup/LTC</i>		
<i>Project Name/Number:</i>	<i>PM_HOME (1209)/PM_HOME (1209)</i>		
Physicians Mutual Insurance Company	CoCode: 80578	State of Domicile: Nebraska	
2600 Dodge Street	Group Code: 367	Company Type:	
Omaha, NE 68131	Group Name:	State ID Number:	
(402) 633-1188 ext. [Phone]	FEIN Number: 47-0270450		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$40.00
Retaliatory?	No
Fee Explanation:	\$40 per form, 1 form included
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$40.00	11/13/2009	32026792

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Company Tracking Number:	PM_HOME (1209)		
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Product Name:	Med Sup/LTC		
Project Name/Number:	PM_HOME (1209)/PM_HOME (1209)		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/16/2009	12/16/2009

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Disposition

Disposition Date: 12/16/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Graphic Image	Accepted for Informational Purposes	Yes
Form	PM_HOME (1209)	Filed	Yes

SERFF Tracking Number:	PHYS-126383527	State:	Arkansas
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Form Schedule

Lead Form Number: PM_HOME (1209)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 12/16/2009	PM_HOME (1209)	Advertising	PM_HOME (1209)	Initial			PM_HOME (1209).pdf



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- life insurance
- medicare supplement

Insurance for all of us.™

At Physicians Mutual, we work hard for hardworking people. We believe in the power of plain speak. We strive to give you everything you need, and nothing you don't. Sound right? Maybe we should talk.

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highlights

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Physicians Mutual® hosts Camp Fire kids for a day

[08.11.2009]

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[08.10.2009]

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Physicians Mutual Insurance Company • Physicians Life Insurance Company
2600 Dodge Street, Omaha, Nebraska 68131

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Neither Physicians Life Insurance Company nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Please note that our products are not available in all states.
This Web site is not intended for use outside the United States.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item:		
Graphic Image	Accepted for Informational Purposes	12/16/2009

Comments:

The rectangular section at the top of the page entitled "Insurance for all of us" is animated and will first display a set of pictures which then fades into the wording that is shown in the pdf for PM_HOME (1209). The supporting documentation tab shows an example of how the pictures appear on this section of the page.

Attachment:

graphicalimage.pdf



Insurance for all of us.™

That's Physicians Mutual. We work hard for hard working people. We believe in the power of plain speak. We strive to give you everything you need, and nothing you don't. Sound right? Maybe we should talk.

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